



JOIN YOUR ARMY!

GOD SAVE TECHNO

'Minimal' is everywhere. It's time to fight back. If you're more Ben Sims than Ricardo Villalobos, more Detroit than Ibiza and you don't have huge sunglasses, a mullet and a perma-tan, then now is the time to make your voice heard. Unite against wack DJs who fail to recognise that playing pretentious tripe to a crowd of coked-up wannabe tw@s is not big or clever. Fight back against those that have bastardised Minimal techno and in so doing forgotten its origins. Stamp out those who singularly lack the understanding or talent to make Minimal interesting. Vilify that Promo CD so titled "Running a spanner down a radiator for 74 minutes would be more inspiring than my Mix, 2007".

MINIMAL HAS ITS PLACE. LET'S PUT IT BACK THERE.

If you don't like the minimal fad and you know people that also don't like the minimal fad, then spread the word. If you love electronic music in all its guises, this is where you will find like-minded souls with whom you can feel collectively smug.

We always need fresh-faced recruits. If nothing else they are useful to send over the trenches in a misguided assault, get mowed down by volley of uninspired repetitive music so that we can thank our lucky stars it wasn't us! Techno needs you. STWOM needs you...Look lively!

THE WAR ON MINIMAL ISSUE #1

Minimology takes a leap forward / backward

Richie Hawtin has been in the lab working on the next version of Ableton, which he plans to roll-out to the rabid crowds at Cocoon in Ibiza this summer. The new Hawtinleton now features a revolutionary time loop function, whereby Sir Richie can select two points in time through the unique control interface and create a loop in the continuum of existence for any given duration up to infinity. Richie Hawtin is not quoted as saying "I can now literally create 4/4 arrangements that last for eternity - this is the journey crowds have waited for" but he could have been. People that actually enjoy music were horrified. The promoters of the world famous Time Warp events were equally concerned about an exponential increase in overheads should their night actually go on forever. A spokesperson was heard to grumble "we are considering whether to book Richie again, unless he promises to stick to Final Scratch and FX only". Fortunately no one will actually realise when it happens, except perhaps, Bill Murray. (10-May-07)



The latest 'shit' from Pioneer - Ricardo already swears by them, meaning that legions of utterly talentless should-still-be-bedroom DJs will be drooling over them.

In this photo: FX75000v6 modular interface ([remove tag](#)), Toothbrushes ([remove tag](#)), Master control interface ([remove tag](#)), CDJ850000i mkIII ([remove tag](#))

Added by you
to the group "THE WAR ON
MINIMAL"

New venue opens at a secret location in Hoxton



The owners of Minimalonly have splashed out literally nothing on refurbishing a new warehouse in East London, England. Mohawk Nonce, part-time media guru, stylist, entrepreneur and promoter explained the concept "the way we see it, most DJs we rate nowadays use high-spec laptops to mix, so we thought get them to broadcast their sets via Bluetooth. We hand out headphones at the door. We deliberately kept the fittings, furnishings and facilities to a minimum as we feel that these aesthetics only serve to take attention away from the musical journey". The cavernous interior is devoid of all but a bar selling Mojito cocktails and 100 toilet cubicles. Mohawk explains "Toilets are important to our minimalist crowd and we designed them to have an extra large flat area at the back made from mirror so that people can, er, check for nasal hair...". The first night is expected to be a sell-out, with the usual vacant swaying crowds of tosspots that have been gagging

for the most miniminimal night ever, so that they can look down their noses at each other and, all being well, collapse in a corner for 3 hours. Sven Vath might have been heard to mumble "zis really is getting silly now. I stay in Berlin with my boy toys, jah?", meanwhile DJ Hell cocked a snoop and got on with applying his eyeliner. (11-May-07)



STWO Minimal group get it slightly wrong with new CD launch.



The war on minimal was seen to gather pace with the release of the mix CD "Destroy Minimal" on Resist. Unfortunately the compiler made a slight booboo, in that the CD mix is chock full of poorly conceived 4/4 minimalist drudgery. "I just figured if I came up with a catchy title and got some of the latest tunes on vinyl I could whip up something to support the war", explained Jim Becile "little did I know that EVERY vinyl on

sale at the moment was actually minimal. It's been a complete disaster for me and our gang to be honest". The protagonists were duly expelled from the STWOM campaign for "being berks" and generally "acting the goat". One of the STWOM leaders, who wishes to remain anonymous in order to not endanger fellow operatives, felt that "this CD represents a friendly fire incident, whereby one of our Traditional Techno tanks has been destroyed by a bunch of trigger-happy grenade-lobbing Schranz monkeys. We lost this battle, but the war goes on...". Keep the strength. (15-May-07)

Chris Finke might think big sunglasses are scary

Behind the scenes at the Split radio show, the sound engineer told the STWOM reporter that these stalwarts of techno are considering obtaining a mass court injunction on anyone with sunglasses larger than 3.5cms in height from going within 15 feet of them. Apparently they have been "looking at them funny" and talking incessantly, often incoherently, about how Magda is the new messiah. In all likelihood it's just a misunderstanding, we all know that's because your average minimal aficionado looks at people funny because they are all f*cked on K. Like, continuously and shit. (15-May-07)



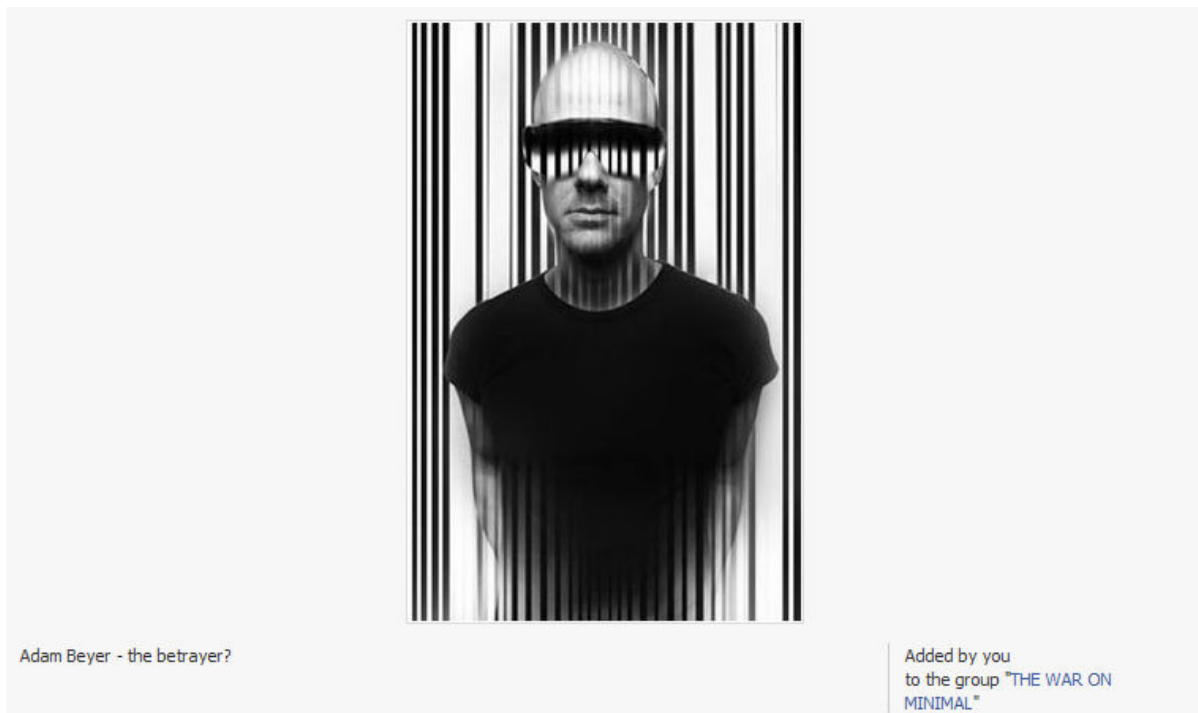
Magda is so boring that she even puts herself to sleep - so much so that in recent months she has taken to carrying around a small piece of cardboard like the one shown to hold in front of her face in order to trick clubbers. This has proved particularly effective at nights like DC10, where the crowd are too busy masturbating over a 30 minute breakdown of clicks to notice she's fast asleep.

Added by you
to the group "THE WAR ON
MINIMAL"

STWOM come clean on why they hate Minimal

"Well, first off we want to say that we don't categorically hate Minimal, we're just making a stand against what it has come to mean. You see, minimal is a frame of mind, not a style of parting. STWOM fight fads. Minimal fads specifically." 'Big John', as we refer to him, is a well known electronic producer under an assumed name. "I saw red when I was in a bar in Old Street, trying to have a quiet bottle of Sol, when some tit in a scarf and skinny jeans came on and starting playing this...this, shit. It had a 4/4 beat, sure, but what else? I mean, minimal is actually quite complex, requiring some significant skills in the studio. It's not just a beat and some noises. And then all these girls with mullets started dancing and shrieking. I stuffed that fake racoon tail right down his poxy throat. I guess I just don't like having my drinks disturbed".

So what's next for STWOM, "Well, we've started doing a lot of guerrilla marketing recently, basically we identify events that we deem to be shit and we tear down their posters and replace them with a text link that will download a decent bit of music onto their phone. It's musical education, 21st century style. We're in discussions with a number of bouncers to prevent entry, forcibly if needs be, to all Minimal nights on our black-list, which will amuse me immensely, especially if it's raining...the basic principle of the STWOM movement is to fuck up bad minimal in London" Hang tough guys (23-May-07)



Police clampdown in prospect after mass OD

Clubland is in disarray after what appears to be a pact between 500 hard-line minimal clubbers to simultaneously overdose on, well, anything illegal and ingestible they could get their grubby mitts on. The group, apparently a ragtag selection of Spaniards, Spraytans and Spivs wanted to demonstrate their hardcore by pushing things just a bit too far. One bar person observed the carnage in horror "...one moment there were people standing [about] the next I heard a giant sniffing sound and everyone was out of it. One guy fell off the balcony and into a Phazon speaker port, so all you could see was a pair of boxfresh old skool Adidas and fluorescent green socks sticking out. It was grim, but I did get a few quid out of selling all the designer accessories that I, ahem, 'collected'. Well you would wouldn't you?" No one died, amazingly. So worried by the thought of fundamentalist Minimal martyrs, the Police are considering a formal statement that listening to minimal will now be "punishable by flogging". Under new powers, the fuzz will be able to stop people on the street on suspicion of listening to "boring minimal twaddle". An erosion of civil liberties or what's needed to protect the public from a growing threat? The jury is quite literally out. Due to legal proceedings STWOM is not permitted to state the name of the club, promotion, or party goers. We'll tell you more as soon as we know it (30-May-07)



Minimal dubbers; not stereotypical

In this photo: Rich - web designer ([remove tag](#)), Greg - media specialist ([remove tag](#)), Tamsin - media ([remove tag](#)), Tanya - entrepreneur ([remove tag](#)), Nadine - advertising exec ([remove tag](#)), Enrico - hairdresser ([remove tag](#)), Ingrid - Account Director ([remove tag](#))

Added June 13, 2007

Added by you
to the group "START THE WAR ON
MINIMAL"

STWOM wonders, is Sven Vath scary?

We're not sure whether to laugh or cry – [click for illicit car park antics](#). STWOM reckons Sven could be their slightly embarrassing dad. Their slightly embarrassing dad who may possibly have been on stuff for longer than would ordinarily be appropriate to one's continued mental equilibrium...allegedly. Big kisses to Sven, we wuv wu!!! (31-May-2007)



He's had a hard life, bless 'im.

Added by you
to the group "THE WAR ON
MINIMAL"

Minimal night sabotaged by...hard trance?

STWOM were swift to speak out against the DJ who decided to undermine the night Minimood by launching into some of the most contrived uber hard trance imaginable. His attempt to clear the floor failed dismally because everyone was already comatose. Tiny Tim (assumed name) rebuked the action, " DJ Plastic Pony broke all the principles of STWOM by actually playing music worse than minimal in order to promote his own musical viewpoint. It is unforgivable to play any kind of music preceded by the word 'hard'. His skills are hardly well regarded in the London scene. We're half tempted to head down to the 414 and have words, but then he might actually have some people through the door at one of his nights, which kind of defeats the purpose. With friends like that, STWOM doesn't need enemies." DJ Plastic Pony, you have been warned, next time it really will be Dos or Die. (31-May-2007)



A STWOM recruit in training

Added July 13, 2007

Added by you
to the group "START THE WAR ON
MINIMAL"



Ian Field wrote

at 5:04pm on July 13th, 2007

Small children in tanks? What next? Manning Submarines?

[Report](#) - [Delete](#)



Oliver Spalding wrote

at 12:45am on July 14th, 2007

How do you know about the Junior Submersible War On Minimal?!

[Delete](#)

[Share](#) +



[Tag This Photo](#)

[Edit This Photo](#)

[Remove This Photo](#)

THE WAR ON MINIMAL ISSUE #2

STWOM highlights the minimal sound

Some of you might not actually be too sure what minimal is, you just don't like that sound of it. STWOM, ever keen to help in your musical education in the conflict at hand, dug this gem out [Magda on YouFM Clubnight](#). Irksome on many levels - the ironic samples; the bored bloke in the corner; Magda dancing like she has something painful inserted in her rectum; topped off by the fact they have to put up 'news' reports in a vain to keep people awake. As the sample says, "well, that's enough". (01-Jun-2007)

Start The War On Minimal awarded "HataZ of the year"

It's official, this year's HataZ awards, held in Miami, handed STWOM the trophy in the electronica category for their efforts too "bitch and moan subjectively about a genre. Using great originality, aplomb and passion to ruin other people's fun." STWOM won on the basis of their highly effective guerrilla marketing actions, including fly postering, bribery, threats, banditry and infrequent acts of daylight robbery (generally around 8am, when unsuspecting minimal fans are crawling out of clubs like the undead)...plus an online viral campaign. 'Big John' was overjoyed "we've worked hard to undermine minimal at every opportunity, so this award is a great recognition...above all else it's just a bit of, occasionally violent, fun and we would like to thank all the faithful who have supported us through thick and thin". (05-Jun-2007)

STWOM request official recognition support from sympathetic groups

STWOM spoke out about the growing buzz around the movement against minimal and some of its apparent downsides. Fat Fred (assumed name), PR man for the London-based team, observed "we've noticed that increasing numbers of people, well basically promoters, are just hooking into noise we're making through our positive sticks of musical dynamite and



The leaders of STWOM - be afraid

Added by you
to the group "THE WAR ON
MINIMAL"

trying some blatant self promotion. This is obviously counter-productive; STWOM can't very well be paragons of good taste in electronica when people using our cause are peddling sub standard electronica that just happens to not be minimal. We need some Quality Assurance. It's up there with Plastic Pony and the whole hard trance debacle - never to be repeated! Our response, we basically request that anyone wanting to use our PR to generate awareness of their event must explicitly mention the war against minimal and place the logo in a prominent place. We have already asked one promotion, Sick on the dancefloor I think - let's see how they respond. Otherwise it's just spam. This isn't fucking Monty Python after all. This is serious shit here." The message is loud and clear, don't use the war on minimal for your own interests, support it for the good of the uneducated, the emasculated, the used and exploited; the minimal listener (07-Jun-2007)

Rifts appearing in the STWOM crusade

In-fighting abound within the STWOM camp thanks to increasing divisions over minimal disruption tactics. "Some of our younger more hard-line minimal guerrillas were planning on sabotaging Jeff Mills' equipment...somewhere a long the way Detroit techno has wandered into the firing range. The kids just don't get it! Frankly I'm considering packing the whole thing in" said Big John,

meanwhile Tiny Tim explained how STWOM will regroup "basically we've set up techno terrorism camps, where our members spend several months in the desert being indoctrinated in the ways of electronica. They will have to survive in hostile environments, where you must react to split-second actions which might result in defacing friendlies instead of Loco Dice. Upon completion our members are given the 'little book of electronica' from which to spread the word. We've also been developing anti-minimal weapons including the Electronica Magnetic Pulse cannon which can disable bad music from 300 metres. OK, so we have a few issues with over-zealous members, but at least they have passion. With a proper education we shall prevail". The editor can't help but think this is getting a bit stupid. (13-Jun-2007)

Twat congestion charging in Shoreditch?

Local authorities are considering setting up a new system of tariffs for those of the 'Shoreditch twat' persuasion. Individuals wishing to alight in the area will be charged £8 if they wear or display any of the following - a v-neck sweater; a 'Von Dutch' style trucker / baseball cap; a mullet; aviator or £3.50 aviator-style glasses in a lurid colour. An additional £2 will be levied against transgressions that include wearing a scarf in spring or summer, wearing a sweatband, wearing your jeans around your knees or wearing the tongue of your trainers outside jeans. According to a recent press release, the area is becoming so overrun by these 'twats' serious measures need to be taken to ensure others can use the byways and move freely. In addition, their negative stereotypical behaviour is undermining other peoples' ability to actually have fun. But protestors claim that this charge will only serve to push 'twats' outside of the congestion zone and into respectable 'non twat' areas. One resident of a nearby Borough suggested that "it's better to keep the twats contained in one area so we can get on with our lives and ignore their existence". Another suggested a cunning plan whereby "we dig up half the borough, put grass and branches over the top and then entice the twats with assorted pompous 'DJ' music and when they wander in the trap is sprung!". Well, quite. (13-Jun-2007)



Shoreditch twat congestion charge £8
In this photo: TWAT ([remove tag](#))
Added July 13, 2007

Added by you
to the group "START THE WAR ON
MINIMAL"

STWOM deny vanity

STWOM have denied that their war on minimal is simply a ruse to generate members in facebook - "We deny that our war on minimal is just a popularity contest. However, we don't think that our supporters are doing enough to generate interest in the war, using Web 2.0 sites like, perhaps, for example, maybe, er facebook" Little Ron went on to plead, rather pitifully "if we don't start to see better results, then we're not going to spend our time creating stories that no one reads. I for one have a keen interest in miniature bonsai. I can use my creative talents elsewhere if I feel unwanted, sullied and used, like I currently do". Give generously (22-Jun-2007)

THE WAR ON MINIMAL ISSUE #3

The Civil-War On Minimal?

Widespread dissent is being reported across the STWOM camp, with some members sabotaging the sabotage of other saboteurs. "In recent weeks, people have started to leave STWOM and start splinter groups with the objective of having the most anti-minimal stance, which invariably means they have to attack the work of their former allies as 'still too minimal'. The last fly-poster I put up got defaced by someone calling themselves only Maximillian...if it keeps escalating then every known type of electronic music will become minimal and we will be faced with Minimally Assured self Destruction!" Swiss Tony, one of the original mentors of the movement went on to castigate those guilty of leaving the group and making their own crusade "...remember one thing, STWOM is meant to be fun. Fun with a drizzle of violence, but fun nonetheless. If you don't contribute to the fun, then this group is nothing more than a load of old waffle written by someone with a silly hairdo. We need one voice; we need people to speak up and be heard. It was OK in the beginning, oh yes, everyone was interested back then...let's just follow the trend, but now things are tough everyone's 'yeah, so, like, whatever'. You're just feeding off our innovation and giving nothing back and then leaving like a techno prostitute! Or perhaps we're guilty of being a fad just like minimal?" Indeed you might be (03-Jul-2007)

Is Cocoon in Ibiza the source of all evil?

Arguably the trend for a more minimal sound in techno (and pretty much any genre, because most 'minimalists' seem to categorise anything vaguely experimental as minimal) can be traced to the explosion in popularity of Sven Vath's Cocoon promotion in Ibiza. Cocoon itself has been around for many years, sowing the seeds of minimalism amongst leading DJs the world over - mainly through subliminal messaging, hypnotic graphics in club lighting arrays, forcing individuals' to watch all of Sven & Richie's videos on Youtube 24 hours-a-day and other such nefarious antics. Some of techno's luminaries, like Adam Beyer (sob), Marco Carola and Cari Lekebusch openly state that Cocoon was the catalyst for a radical change in their style from upfront turntablist techno to the more 'advanced' minimal imprint. Perhaps people get older and move on? STWOM thinks not. STWOM thinks that Cocoon is like the maw of Hades; a minimal pestilence that sees club goers brainwashed to become useless DJs, heading en masse to spread minimalism across the globe. One girl remarked "Cocoon at Amnesia; looks more like a big fancy club than the fiery gates of hell" - you see how they have tricked these poor unsuspecting fools. Sleep with your crosses and pray for a miracle people (15-Aug-2007)



These people must be stopped!!!

(Photo courtesy of Dee Anderson)

In this photo: TWAT (remove tag)

Added by you
to the group "THE WAR ON
MINIMAL"



There's a f*cking livid fox somewhere in Spain, whose name is Juan Estaargmoybleedintail. A tail is more than just an ridiculous necklace-style accessory kids.

(Photo courtesy of Dee Anderson)

In this photo: ANOTHER TWAT (remove tag), TWAT (remove tag)

Added July 13, 2007

Added by you
to the group "START THE WAR ON
MINIMAL"

Ibiza categorically proven to be the source of the minimalist pox

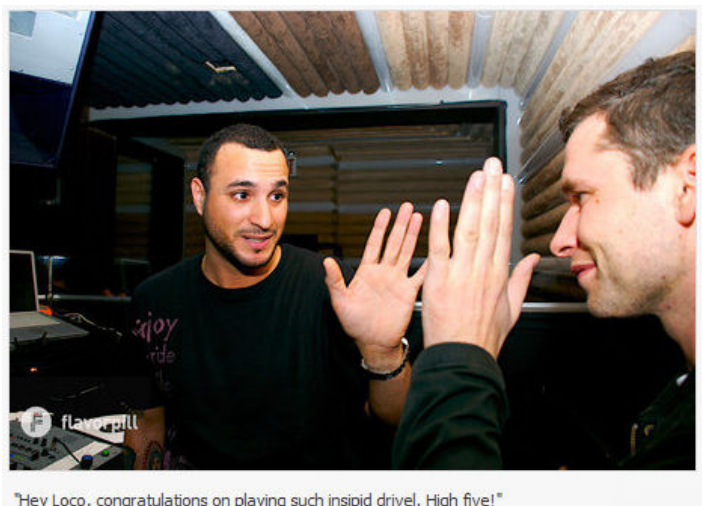
If ever there was any doubt, that doubt has now been shattered; this video provides documentary proof that the seed of evil was born in Sven Vath's all-too-small navy blue hotpants. Much like the poignant image within the STWOM gallery, this YouTube clip is wrong on so many levels STWOM could literally spend an eternity poking fun at it [...1, 2, 3 and stretch!](#) STWOM would however like to state that it is not using its war as a vendetta against Mr Vath, who is a thoroughly upstanding member of the community. (26-Aug-2007)



THE WAR ON MINIMAL ISSUE #4

Dastardly plan to use subliminal messaging in minimal techno - foiled

STWOM have learned of the heroic endeavours of a like-minded individual in Madrid. Alejandro became aware of a local Minimal producer/promoter that was planning to brainwash local clubbers to spread Minimalism across the principality. Apparently the planned backfired royally, because the 'subliminal messaging' was clearly audible above the minimal 'music'. Not altogether surprising considering that it invariably consists of a few tinny drum loops and what can only be described as 4/4 farting noises. Some bloke's voice was heard saying "Ricardo [Vile-alobos]



is the second coming; you must buy all his records, say his name in adulation each morning, sleep with a goat, then marry it." Most of the locals were utterly bemused by this, although many of them, being from Spain after all, were goat-herders and ran out of the building exclaiming "I go now to sex-up my goats!" Odd bunch. (02-Sep-2007)

STWOM on exercises in Outer Mongolia

The team will be back leaner and most definitely meaner in the imminent future...



STWOM cruiser 'slightly damaged' following midnight raid on Minimalist base. It is but a scratch!

Added by you
to the group "THE WAR ON
MINIMAL"

THE WAR ON MINIMAL ISSUE #5

STWOM enlists PLA help

The team have reached an historic agreement that will see the war against minimal taken across the globe thanks to the Red Army. A huge supply of war machinery will also be made available in order to stop any insurgency in Asia Pacific. "It's probably too late for Australia - on so many levels in fact - but we might be able to save billions from the aural emancipation of Minimal". There remained a slight concern about build quality of the new equipment, but they will certainly prove lethal (if only to those firing the damned things). However, we're sure that the minimalists will run screaming from the 150 bpm bassline howitzer.

In a worrying development, our spies have uncovered that the Minimalistas in the Cocoon labs have developed the T-2000 Hawtinator; able to change into anything, as long as it is dull, and equipped with a 'plink plonk' cannon, the T-2000 is also programmed to talk about itself until the intended target literally explodes. What can we do against such reckless hate? Only time will tell (23-Oct-07)



STWOM recommends

Check out some new live sets in the discussion boards area. In particular DJ Bone's latest installments of his Attack Series (40 & 41) will provide great refreshment of those wearied by the War. A Detroit original, you can see more about him here [DJ Bone on MySpace](#) and here [Subject Detroit](#). For anyone searching for the latest in D&B turntablism, a great resource is <http://www.dnb-sets.de/>, which gathers most DJ sets into one database archive. On a more house-tip, STWOM can't help but think that Jody Wisternoff is the best thing since sliced bread, <http://www.hybridized.org>. STWOM is always please to be of service m'lady (23-Oct-07)

Meanwhile back in London...

The STWOM offices have moved! Money raised by the Twat Congestion charge and also from picking up Minimalistas by the feet and shaking them down for their lunch money has gone towards a new plush office in Mayfair. 'Ron' explained, "We spent a packet on the place. I particularly like the integrated hi-fi in every room, so that we can bang out Sims...and in the basement about 3 miles down, is the battle room, in which we plot our strategy...and play Wii. Of course, this only helps us to be better at fighting the war against Minimal", he said, putting his feet up, lighting a cigar and switching the remote-control to 'massage' on his plush leather seat. Whatever next! (23-Oct-07).

Is Richie Minimal?

Accused of a hate campaign against one of techno's pioneers, STWOM seeks to empower its power base and let them decide for themselves. This is not a dictatorship after all. An interesting article from RA can be found here [Resident Advisor article](#). Perhaps 'minimal' is not the right description after all, sub molecular may be more fitting, behold, a curious discussion about Richie's album art and other such abstractions

[Richie Hawtin talks about Minimal art](#). We still wouldn't want to meet him in a dark alley. The red eyes, they haunt us!! (31-Oct-2007)

THE WAR ON MINIMAL ISSUE #6

STWOM Technology Watch

Since the outrageous theft of Richie Hawtin's customised A&H mixer from the M-nus offices, we can exclusively reveal its unbelievably complicated replacement that has, according to our panel of experts, 'more lights and buttons than the f**king Death Star'. Check the Pictures section for more news on the scoop. (29-Nov-2007)



STWOM SCOOP - EXCLUSIVE SPYSHOTS

Since the theft of the customised XONE:62 by unsavoury types, Richie has been busy developing the replacement, seen here for the first time thanks to STWOM Junior Counter Intelligence Division. The RHXONE:6200:6200:6200 will finally realise his vision of ultimate knob-twiddling joy.

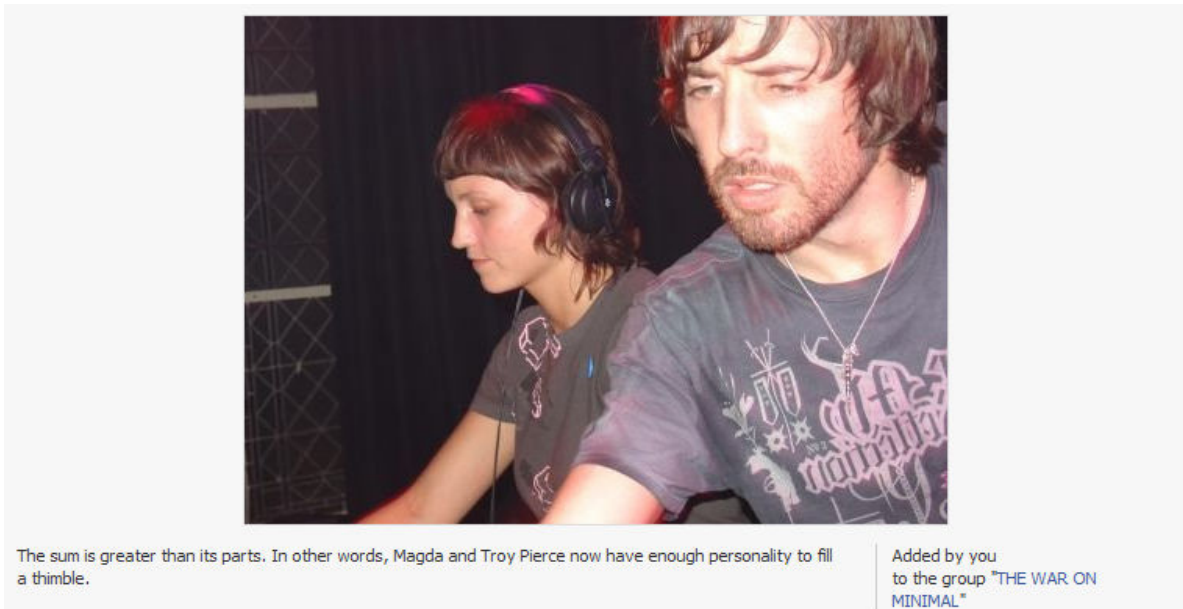
Added by you
to the group "THE WAR ON
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He's also briefed A&H to make sure it is 'fricking big and built from a brass/lead chassis' (+ has an integrated A&H fan to ensure a suitably breathtaking windswept look).

Plans discovered for Minimalist Dearthstar

The STWOM base is not exactly buzzing with Christmas cheer this week and we're usually pretty grumpy (and drunk) at this time of the year as it is. During a routine reconnaissance mission Red Leader spotted a moon-sized battlestation being built by the Minimalist Imperium. The Dearthstar, as our spies tell us (most of whom died in order to do so) is able to destroy entire planets using a concentrated beam of annoying tapping noises, apparently called music by Cocoon Lord DARTH VATH. The planet targeted simply loses the will to exist and collapses in on itself, letting out a sigh as it does so. The technical blueprints were immediately passed on by morse code to the STWOM Science and Flashing Lights division, where experts from across the known universe analysed every detail to uncover flaws, but mostly ended up just doodling moustaches onto the Dearthstar and writing rude messages like 'minimalists are noncey', or 'come and 'ave a go if your techno's hard enough'. With such a threat looming the STWOM war machine is being mustered, with a fleet of new F4U Corsairs ready to take the fight to the Imperium. Reports are uncertain as to the whereabouts of Techno Knight Luke Slater, following a mission to Cloud City, Hoxton, he may well

have turned to the Minimalist side. Fret not, ultimate salvation is just over on the horizon, as construction has just begun on a planet-sized M1A2 tank. Phew. (19-Dec-2007)



Minimal is dead, long live Minimal?

After many years of trench warfare, artillery bombardment, downright bullying and galaxy-spanning fleet engagements, the end of this war may be in sight. But what end? The Rebel Allied Forces Against Minimal have demoralised their opponents with a ruthlessly superior taste in music, backed-up by heavy weaponry. However, in what might be a final desperate feint tactic to avoid a rout, the Minimalistas are splintering into several different subgenres, all otherwise the same thing under different names; none of which being new or particularly interesting - be it Tribal, Tech House or Deep House. So, Minimal is no longer cool and yet the fad machine rumbles on endlessly, nay unstoppably. (04-Jan-2008)

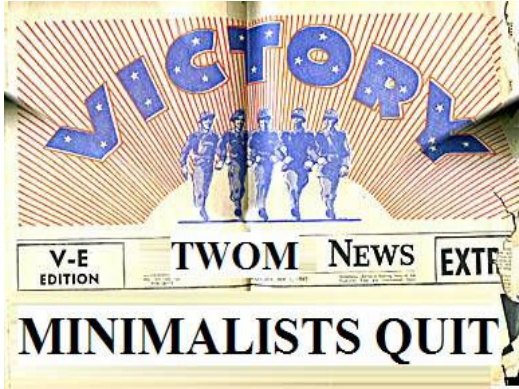
The persistent existence of Minimal can perhaps be explained by the so-called 'Selfish Mene'. 'Mene' being pronounced phonetically, like how you would hear it said in Ibiza by a tanned nonce with a mullet - 'you lika the menemaal, no?' 99% of humans are genetically coded with a little bit of minimalism, thanks largely to the empire-building of the Spaniards and Germans in past centuries and its resultant gene pool. And that's why you like 'R U OK?' even though you don't want to. Fortunately the power of the Minimal gene is only enough to sway those of a weak mind. STWOM looks forward to hanging up its boots in the New Year and wishes all its supporters and auspicious 2008.

Is electronic music a representation of our generation?

Time spent in a command post bunker allows for a certain amount of contemplation/rumination. Has electronic music come that far since way back in olden times? Some of the earliest electronic tracks, by that those fitting the classic definition of 'house' (no genre/origin debates here), were defined by their vision of the future, often inspired by classic tales of science-fiction; that anything was possible and that all boundaries were there to be broken. In 2008 electronic music is defined as much by its fragmentation, specialisation and production values than by anything ground breakingly new. And that may well be akin to the generation we represent, where [technological] progress is less palpable. Yet you only have to consider an example as humble as home electronics

- PCs, mobile phones, MP3 players, hard drives - where the relentless miniaturisation (no, not minimalisation) of affordable consumer technology has practically made us walking gadgets, to see that progress is in fact rapid. But the sense of being on the cusp of something new seems to have been lost from society in the 21st century, perhaps in part because all those science-fiction tales came to nothing. Electronic music is nought but a reflection of this. What do you mean there is more to this world than electronic music? (04-Jan-2008)

THE WAR ON MINIMAL - VICTORY SPECIAL ISSUE!



At 07:30 GMT on the day 9th January 2008, the Minimalist enemy submitted their unequivocal surrender and an immediate cessation of hostilities.

- All prisoners of Minimalism are to be freed and returned into civilised techno society.
- Minimalist forces and civilians are to return to their own territories with immediate effect.
- Allied garrisons will be set up to ensure adherence to non proliferation of Minimalism outside of its territories.

A programme of demilitarisation will commence. All minimalist hardware will be secured by the newly established Inter-planetary Techno Peace Corp, who will be charged with patrolling known space and protecting society from the ravages of fad hunters. Minimalist leaders will be tried for crimes against musicality by tribunals set up by those with superior taste.

The war has been hard fought and not without cost, terrible cost indeed. But in the face of the overwhelming might of the fad, we were never diminished, never deterred or disenfranchised. I salute you, now go to your families and friends and enjoy your musical freedom. In the words of Winston Churchill, "...now this is not the end. It is not even the beginning of the end. But it is, perhaps, the end of the beginning"

Be ready to mobilise at a moment's notice should any new force threaten our most beloved TECHNO.

The League of Techno Nations

In a move intended to keep Minimal in its place, the victorious forces have established the League of Techno Nations, which will be empowered to exact all demands set out in the Mills Peace Treaty, including collection of reparations and the war trials of key Minimal commanders.

The Weiner Republik is charged with the task of post-war governance; its first act will be to enclose large swathes of East London, thus creating a Minimal ghetto for faddish twats, rife with K and fashion disasters. Locals are unequivocal in their support: "At least we don't 'ave to 'ear that annoying dismal racket 'n'more...and that was just the Pearly Queens outside queuin'! The music,

well I tell ya, I've never 'eard anyfing quite like it in all my years, an' no word of a lie me old mucker" said one local East End resident that wished to remain anonymous in order to protect his chimney-sweeping business.

Alarmingly, the Dark Lord of Minimal eluded capture and has subsequently gone to ground. He is suspected to have retreated to his fortress Minis Morgul in the tundra wastes of Siberia. An expeditionary force from the West is on their way there now. There are some doubts as to the whereabouts of two midget scouts sent ahead to reconnoitre Mount Cocoon...

Meanwhile, polite electronic society is battling against a highly virulent strain of fad flu, by which the infected become delirious in searching for any new/old type of music to cling on to desperately. The epidemic is likely to be worsened by the precarious financial predicament faced by the ruling Techno nations, whose coffers were all but emptied to fuel the War. The world teeters on the brink of depression and who knows what crappy music could be ushered in on such a wave of doom and gloom. (13-Jan-2008)

THE WAR ON MINIMAL ISSUE #8



Luciano, what more can I say, you're a c**t.

Confusion of the word 'Minimal' for 'credible'

STWOM peace-keeping forces (deliberate non sequitur and irony duly acknowledged) have noticed a worrying rise in the use of the word 'minimal' in club propaganda. Now, STWOM is not about emancipation, but since the forces of Minimal cried off like a bunch of p*ssies, the word itself can be found slyly inserted in many places where it perhaps is undue or, most frequently, utterly irrelevant. Wherever you look, be it a club flyer or a promo mix, you will see

'house/deep/MINIMAL/salsa/cheese-flute music' and nauseating variations thereof clearly presented under 'genre' or musical style, or absence of. So it would appear that the word 'minimal' has indeed become jumbled up with 'credible', yet little could be further from the truth, especially when you are subjected to the noise wrongly described as by the perpetrators as 'music'. This elaborate subterfuge

has been linked to rise of Neo-Minimal mulletheads, mainly in Germany and Russia* Electropol has been brought on board to track down the miscreants and hew off their illegal locks. Cheeky blighters.

Meanwhile, STWOM high command, in the midst of well-deserved r'n'r, a bit like John Matrix in Commando, has been mulling over the word 'minimal' and how it should be dealt with during peace times. No simple task, given that, much to those idiot Minimalists lack of comprehension, currently unfashionable techno producers like Glenn Wilson could clearly be considered to be Minimal and, whilst making a decidedly thunderous version, were well ahead of the flock in terms of musical experimentation in interweaving sparse elements. Ho hum. (18-Feb-2008)



The current look - the New Messiah look, as sported by Minimalista darling Troy Pierce, is extremely popular. Anyone seen with this hairstyle should be stopped for questioning and, unless they are a hairdresser, quarantined using extremely unnecessary force as a MSN1 Pox carrier.

WARNING The MSN1 strain is extremely virulent and can pass to non Twats given sufficient exposure, WEAR GLOVES WHEN HANDLING TROY PIERCE.

*Please note as a point of clarification that many good things, as well as some bad, can be found in both Germany and Russia.

It's bldy Lebensraum all over again**

Underground hardcore Neo Minimalism is sweeping across Europe at an alarming rate. The forces that be, including those that led the war against minimal, have fallen into a rabble; a toothless global military power fraught with self-serving politicians, corporate greed, a lack of multilateral agreement on how to deal with the mulletheads and a weakness for Malay lady-boys. TATO - The Techno Alliance Treaty Organisation has rapidly lost control of the situation, overawed by the fervour behind the Neo Minimalist machine. Weapons Inspectors have been blocked from observing many sites in Minimalist territory, suggesting a build-up of arms in advance of a possible aggressive expansion. Are we heading toward STWOMII? The blatant and unchallenged existence of groups like <http://www.facebook.com/group.php?gid=2266041574> suggests we are near the 'tipping point'. STWOM won't be caught off guard and is now enlisting more super-troopers. Be on the look-out for suitable candidates and try not to fret. (03-Mar-2008)



And now for something completely different...

Here at Start The War On Minimal we're a bit bored of all this war talk, doom, gloom and the general drudgery involved with the thought of imminent trench warfare, trench foot, beach-heads and blown-off heads. Not forgetting the cleaning up afterwards! The last war left us financially crippled thanks in part to the purchase of 750,000 bright pink Marigolds! So in the hope of dispelling that big grey Minimal cloud we've taken a look at some lighter news items that you might not have noticed.

Robert Hood - The Mime Artist?

Robert Hood may be one of techno's most revolutionary artists, but that's not stopping him from branching out. Bemused clubbers in Budapest looked on as Mr Hood arrived for his peaktime set dressed like Marcel Marceau in tight white trousers, a striped top and make up. He then proceeded to mime to his newest album "Wire To Wire" depicting the delicate emotional subtlety of "Fragile Moments" and "Make A Wish" among others. Many clubbers left in tears.

Producer marries his 303

Yes, it's finally happened. Actually we're surprised it took so long. Ignition Technician, often to be found releasing material for legendary labels such as Soma was so enamoured with the acid synth that he popped the question after a marathon session in the studio. "It was quite difficult to get the ring on", was all that Mr Technician said on the matter before shuffling away with 'Rolanda' under his arm.

Jeff Mills seen laughing



An incident was reported outside the Serious Electronic Dining Xperience in Chicago. An alarmed bystander witnessed one of Jeff Mill's dinner companions crack what would appear to be a joke - something like "How many Richie Hawtin's does it take to change a lightbulb? None, one of his Minimal bitches will do it for him." - Mr Millsart was seen to contort his face into what could only be described as a smile and giggled a bit, sort of like a rodent twittering. Fortunately one of Jeff's omnipresent security team was on hand to forcibly remove any cameras from witnesses, leaving only this story based purely on hearsay. Frankly speaking, the STWOM team don't believe it for a second; Jeff Mills has not smiled since 1991.

'Tekno Syndrome' a serious problem in Somerset

Whilst all us non provincial types are worrying about the spread of neo minimalism, Somerset council are wrestling with their own electronic conundrum. Due to growing number of dog-on-a-string squat party types hanging about the place making it look untidy, many people now INCORRECTLY refer to The Queen's Good Techno as 'Tekno' - a bastardised version of the real thing played in fields by scary dreadlock types called Monty. What a to do. Good luck Somerset, you're welcome to use our newly published "Gideons Electronic Bible" available now on STWOM Books priced £17.99 from all good bookshops (or £0.99 from Amazon).

Finally, STWOM recommends...

Technasia "Oxide" on Technasia Records. STWOM applauds how this two man team consistently produces records that appear so simple yet are effective on a number of levels - from the dance floor to your kitchen floor* Sinister, hypnotic and melodic at the same time. It's fair to say we like it. We like it a lot.

Remember, don't let the buggers get you down.

*No, we don't mean like Flash Liquid, we mean like appeal from the club to getting your groove on whilst you clean the dishes. Of course, we all know that anyone that dances whilst washing dishes is an idiot. Cleaning dishes properly is a serious business, requiring fastidiousness and clarity of mind (or a Miele). (25-Mar-2008)

THE WAR ON MINIMAL ISSUE #9

Kraftwerk enlisted against the Minimalistas

STWOM high command has unboxed Kraftwerk for high level strategic planning against the resurgent Neo Minimalist threat. They will be installed into a new super hybrid-bio-high-tech-hive-mind command centre, buried miles beneath the Earth, quite near to Croydon. Now some of you hard-liners might say that Kraftwerk were early precursors to the Minimalist pox and have inspired some of history's most infamous war criminals, including Magda (shot at dawn), Loco (hanged), Ricardo (drawn and quartered) and Troy (bored to death), but we say nay. In fact, Kraftwerk were safely stored in cryogenic stasis out the back of the office, but strange existential forces returned them to a type of quasi cyborg state of conscious disgruntlement, because even they found this 'Minimalist twaddle' deeply upsetting and heinously boring. So, STWOM gets in the face of the Neo Minimalists old skool Kraftwerk Minimalist T-E-C-H-N-O-L-O-G-Y style.

Soldiers, await your orders from the gigantic brain machine; they will arrive on small lengths of ticker tape or 8mm discs. Protect them with your life. So say Kraftwerk! (25-Apr-2008)

STWOM win ANOTHER coveted award

Despite our indifference toward credos, accolades and chest-beating - except for when we are on guerrilla operations - the CDSMA (Conflict Destruction and Social Media Association) have awarded the War On Minimal top honours in their bi-annual awards. STWOM walked away with the trophy, a self-destructing platinum Logitech Mouse, in the "Most Original War and Facebook Group" category, beating the War On Mushy Peas and the frankly odd War On Concrete Eyesores hands-down. Us, beaten by that posh oyk from Grand Designs? Never in a month of Sundays. The president of the CDMSA, General McArthur Spiv (Myspace ID "The General") highlighted that "...in combining old WW2 dogfights, galaxy-spanning fleet engagements, King Tiger tanks and a Word-Of-Mouth viral effect, the War On Minimal indulged our love of nostalgia, terrifying destruction, mass extinctions and banter. Plus, Minimal music is a bunch of tired old annoying tripe". The award now sits proudly on the mantel piece alongside the shrunken head of Ricardo Villainobos on a pike. Oh how we love staring at them both and feeling smug. (14-May-2008)



Veterans Kraftwerk enlisted to the upper echelons of the STWOM high command; their task to create infinitely complicated battle plans whilst remaining completely still.

Added by you
to the group "THE WAR ON
MINIMAL"

What became of the Army of Westernesse?

Some of you may remember the expeditionary force that set out to collar Emperor Hawtin and the Cocoon Lord in their remote Siberian fortress immediately after our supposed victory over the dark forces of Minimal.

The Techno Alliance formed between Man and Elf will have traversed many a peril in their determined march toward destiny; no less than an end to the Minimal pox. 350,000 of our finest warriors converge upon M-nus Fortress, which rather looks like a gigantic warehouse flat, replete self-consciously uber cool 70s décor and clever 'invisi' storage spaces. Elven kind, who crafted electronic music from the very essence of Mithril, incantations to Oromë, some copper wiring and a lemon back at the dawn of their age, are right miffed that their sensitive hearing has been repeatedly insulted by the evil and insidiously banal sounds of Minimal.

Reports are patchy at best as to the fortunes of our force; there are rumors of almighty clashes between mounted cavalry, beset by a million and one arrows, fierce hand-to-hand combat and a lot of spiteful mullet tugging. This news arrived by a gigantic moth and is hardly conclusive. As yet we do not know if the leaders of the Minimalists have been run to ground; they are wily and at their most dangerous when cornered. Hawtin is said to ride upon a giant steed, festooned with glowing lights, knobs and buttons that strike fear into the heart of all Men. Our riders have been sent out to gather more intelligence, but in the meantime, raise your stein to our victory and slap an 'obbit for good luck (or a short person, whomsoever is nearest). (16-May-2008)

THE WAR ON MINIMAL ISSUE #10

Fiery The Angels Rose

Finally word reaches us from the cataclysmic battle between the forces of Minimal and those that seek to overthrow them and grasp musical independence with the steely grip of the gauntlet of

Techno. The Dark Lord Of Minimal has been routed by the masterful strategic minds of the Underground Resistance, who employed a classic pincer movement to drive the Mulletheads onto unfavourable ground. Man and Elf alike have fallen by the score, in a scene of decimation at once awe-inspiring in its awfulness.

"Nor dread nor hope attend

A dying animal;

A man awaits his end

Dreading and hoping all;

Many times he died,

Many times rose again."

Quite what Yeats was doing recounting humanity's predicament during times of war in the Siberian Wastes 70 years after his death is quite the mystery. We promptly removed his pencil and told him he couldn't have it back unless he wrote something a bit more catchy that we can use as an acapella on a Surgeon track.

We have heard worrying rumours that a mighty battalion led by Tech Grandad and Cocoon Lord Sven Vath has mobilised and is headed to war atop a Malevolent Minimal Mammoth. His spangly hotpants strike fear into the hearts of Men! (11-June-2008)

The World Of The War Of Minimal

Things have been quiet on the Western front of late. The East, South and North have also been a wee bit timid and sat in the corner reading comics.

The much vaunted melee attack by the Cocoon Lord never transpired and the forces of Technoesse continue to harass the forces of Minimal with prolonged barrages of long-range childish insults and poking with shitty sticks. Our Generals report that The Tech Grandad had to 'withdraw' when his lycra hotpants ripped asunder mid charge; legs splayed, mounted on his mighty elephant steed. A sight to behold indeed! Many were blinded by the searing fire that sprang forth from his crotch. Terrified and in a state of sheer panic, droves of Minimalist footsoldiers became a nasty under-phat-foot mess as their ears rang with the screams "Mein ballz! Mein ballz! Ziehen Sie meinen Elefantgeliebten zurück!"



Clearly this is heartening news, echoed by the ongoing transformation of 'Minimal' into more engaging forms of music, because pretty much everyone, excluding perhaps the French, are sick to the back teeth of it.

Oh yes, Robert Hood came round to the STWOM offices to repeat his haunting mime artist routine and play a bit of Wii. That's about it really. (07-July-08)

THE WAR ON MINIMAL ISSUE #11

An Ode To Minimal

These men;
immaculate, bronzed
and blue-eyed in their caprice.
Consuming the world,
then regurgitating and honing;
meticulous yet bilious.
A singular goal,
to make music without soul.
Lost in gay abandon
of self-adulation;
minimal masturbation.
Around them hoarded;
not men but things.
Scarves ablaze, sunglasses dazzle
Feckless twats abound.
What cost to those
unfazed by your fickle deeds?
You came to the fore,
we gave you what for.
Firmly back in your place,
where you shall remain.
Never more, forever more. (09-Sept-08)

What is Minimal and what is Minimal?

Many of you, quite rightly, must still find the definition of minimal versus Minimal quite hard to fathom. After all, Robert Hood has oft been nick-named the "father of minimal" whilst releasing techno that actually has a groove, somehow hypnotic, dare one say it, catchy. Emperor Richie Hawtin, hitherto warehouse rave veteran that succumbed to the Minimal side and the power of other people kissing his a*se, *shock horror* actually makes minimal techno work as a construction of elements and layers that can grab your attention and the dancefloor's. Some people won't like it, that's obvious.

So why is Minimal bad and not minimal I hear you cry? Well, the fundamental thing is that you stand for the music you love; music with soul, or meaning, whether it be live, analogue or digital, regardless of genre, sub genre or faddish twattism. Nevertheless, there is one important distinction in the Minimal versus minimal debate; Bad Minimal on the whole sounds strangely unfinished, consistent in one respect, that it feels like something is missing, whether it be the production, as if the producer has forgotten the mids, or in personality, in that it has none.

Bad music will always be around, but Minimal, by it's very nature, is much more prone to badness. And that's bad meaning bad not bad meaning good. Also, one could rightly accuse European Minimal of being the most heinous offender. By comparison, the minimal of old, from those producers and emanating from such places as Detroit, Michigan and Chicago, was looking inwardly at the soul in often bleak, hopeless and post-industrial landscapes. To a certain extent Berlin has echoes of that reality, but it tends to be too austere, too clinical, too Teutonic. Minimal as Vorsprung Durch Technik instead of 1960 Cadillac. No, the US had minimal nailed; European efforts are nothing more than a bland remix.

How does Troy Pierce, in all his knit jumpered smugness, fit into this story I ask? What part of Ricardo's soul can we hear through his music, other than the narcissist? What do the fans of bad Minimal know? Well, we know that they know nothing.

I hope you are all now clear. (18-Nov-08)

THE WAR ON MINIMAL ISSUE #12

Do not let your hearts be troubled

The Minimal fan page and 'MiNiMAL FrEAK' have approximately 32,000 members. This in itself is not alarming to us; we all know that society consists of the weak, the weak-minded, the subservient, the fearful; those in need of the collective safety of numbers.

We also know that large swathes of Europe - once proud empire-building nations - have been lain bare by the banality of their petty archaic over-the-shoulder existences. Stupid fop-haired Frenchmen in immaculately ironed sweaters and flatcaps scoffing about this and that and nothing; dour-faced Germans trying and failing to convert personality from grey Teutonic concrete into something more emotive than bleeps; bouffant sandal-donning Spaniards trying so desperately to copy fop-haired Frenchmen and dour-faced Germans; Mullet-laden skinny-jeaned Italians copying bouffant Spaniards, but pretending not to copy bouffant Spaniards, in order to copy, but appear not to copy, fop-haired Frenchmen and dour-faced Germans.

...In a roundabout way, what we are saying is that 32,000 Minimal sheep are worth just 3.2 STWOM crack troops. Just 3.2 STWOM-trained personnel could kill 32,000 Minimalists in the blink of an eye; with just the smallest exertion of strength; the use of the edge of a tray. And this is why the role of the masses will always be to highlight the superiority of the few.

We will leave you now with the wise words Derrick May.



"It's sad... In the 20th century, in the 1990's we have to still go the same bullshit route that other artists have to go to get acceptance. Black artists, because we are not entertaining bouffant idiots, we have to go someplace else to be accepted, and that's absolute bullshit. If it wasn't for the independents, if it wasn't for the small little dinky little cities, and the few little ghetto black guys trying to make music it would have never happened. As quiet as it's kept, some of these guys will never make a dime. Some of these guys will be poor and die alone. But in the process, they've been the true renegades. And the true rebels always walk alone anyway." (12-Jan-2009)

THE END



Credits:

Oliver Spalding - Field Marshall & All-round Musical Fascist

Paul Owen - General & Lazer-Wielding Tekno Monkey

Ian Field - Major General & Goonery Strategiser

Artiom Lootus - Air Vice Marshall & Engineer of Clever Bits

Rosie Lee - Brigadier & Compulsive Loose Cannon

David Sandison - Captain Cheese Lover and Novice Badger Trapper

Richard Baldwin - Chief, MI4/4 & So Secret Agent he might as well be one of 'em

Kim Donkersley - Lance Corporal Verbal Gatling Gun and Frequently Erratic Aim